

FINDINGS OF THE SETTLEMENT.ORG EVALUATION SURVEY

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I. INTRODUCTION AND METHODOLOGY

1.1 Purposes of the Evaluation

The major purposes for the evaluation of the Settlement.Org website were as follows:

- Provide an accurate picture of the users of the Settlement.Org website
- Obtain feedback from users about their satisfaction with the Settlement.Org website
- Assess the usability of the website for newcomers
- Collect feedback from users about the strengths and limitations of the Settlement.Org website and users' suggestions for improvement

1.2 Summary of Methodology

The survey development was initiated when the Settlement.Org team met to assess the specific data requirements for the evaluation. The team identified their major evaluation needs and determined key evaluation questions, data collection priorities and feasible options for implementing and marketing an online survey. They examined the type of data currently available through website analytics and the type of data only available through surveying website users. The survey was loosely based on a previous version developed in 2010 by Dr. Arnold Love.

Overall, the evaluation of the Settlement.Org website adopted a participatory approach and used a mixed methods design that combined quantitative and qualitative data collection methods. The survey was revised several times before being pilot-tested with a group of OCASI staff. Based on their feedback, additional amendments were inserted.

The final version of the survey ran for seven weeks from January 30 to March 15, 2013. Prizes were offered as an incentive to fill out the survey. Prizes included an iPod/iPad dock, a digital camera, a VISA gift card and a Settlement.Org prize pack. To preserve the anonymous and confidential nature of the survey, the names and information for the prize draw were collected through a separate survey webpage. Prize winners were randomly selected after the survey data collection was complete.

Respondents were recruited through Settlement.Org demonstrations in LINC classes, OCASI partners, OCASI newsletters and social media promotion. A total of 300 respondents completed the survey. Respondents were not required to answer every question; however, most questions received high response rates. Open-ended questions received the lowest response rates.

The high survey participation rate provides a strong confidence level that the survey findings are representative of the Settlement.Org survey population. Nonetheless, since much of the

promotion for the survey was completed through partner organizations and OCASI networks, the number of settlement sector professionals may be overrepresented in the survey.

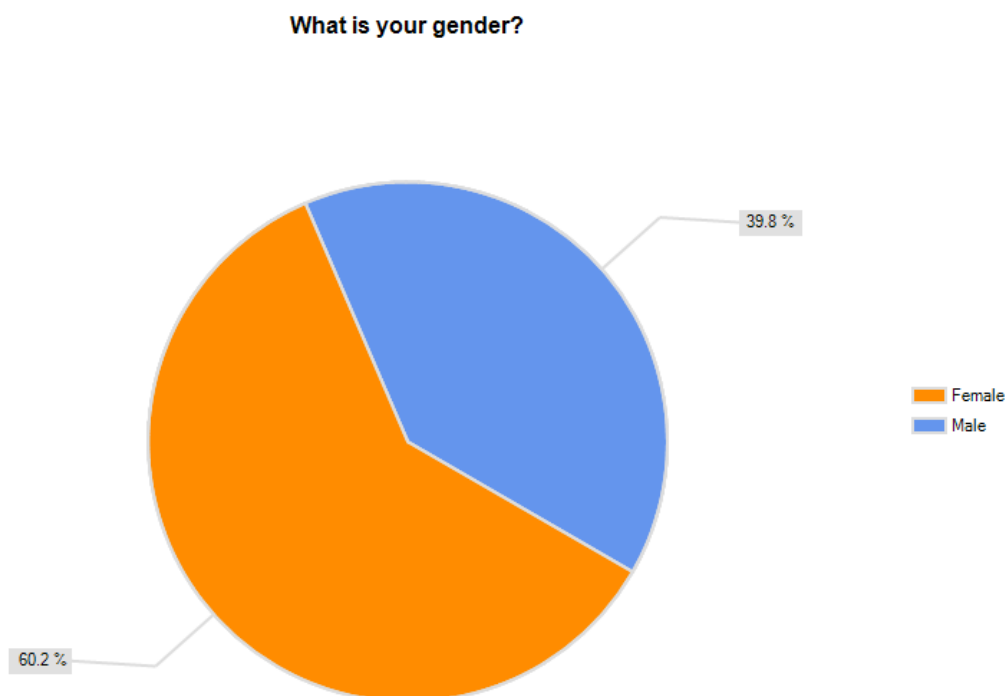
II. PROFILE OF SURVEY RESPONDENTS

The following sections present a profile of the 300 survey respondents based on their demographic characteristics. This information provides a snapshot of the Settlement.Org users who completed the online survey and, by extension, a profile of the general population of Settlement.Org users.

2.1 Gender

The survey respondents were predominantly female. Figure 1 shows that 60.2% were female and 38.8% were male. No survey respondents self-identified in other ways.

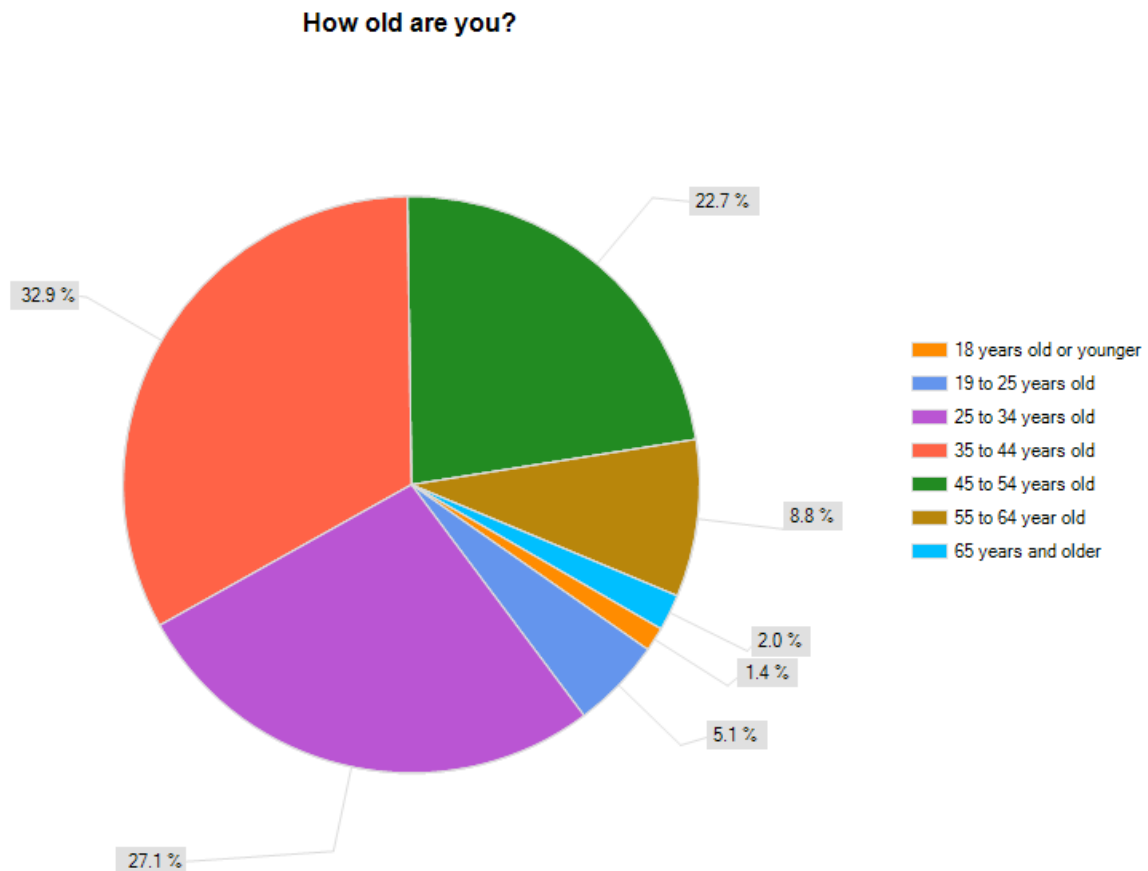
Figure 1. Gender of Survey Respondents



2.2 Age

Figure 2 shows that the vast majority of respondents were of working age with 91% being between 25 and 64 year old. Of these, 32% were between the ages of 35 and 44, 27.1% between the ages of 25 and 34, 22.7% between the ages of 45-54 and 8.8% between the ages of 55 and 64. In contrast, there were very few respondents (7.5%) who were under 25 or over 65. 5.1% of the sample were between the ages of 19 and 25, 1.4% were under 18 and 2% were over 65.

Figure 2. Age of Survey Respondents



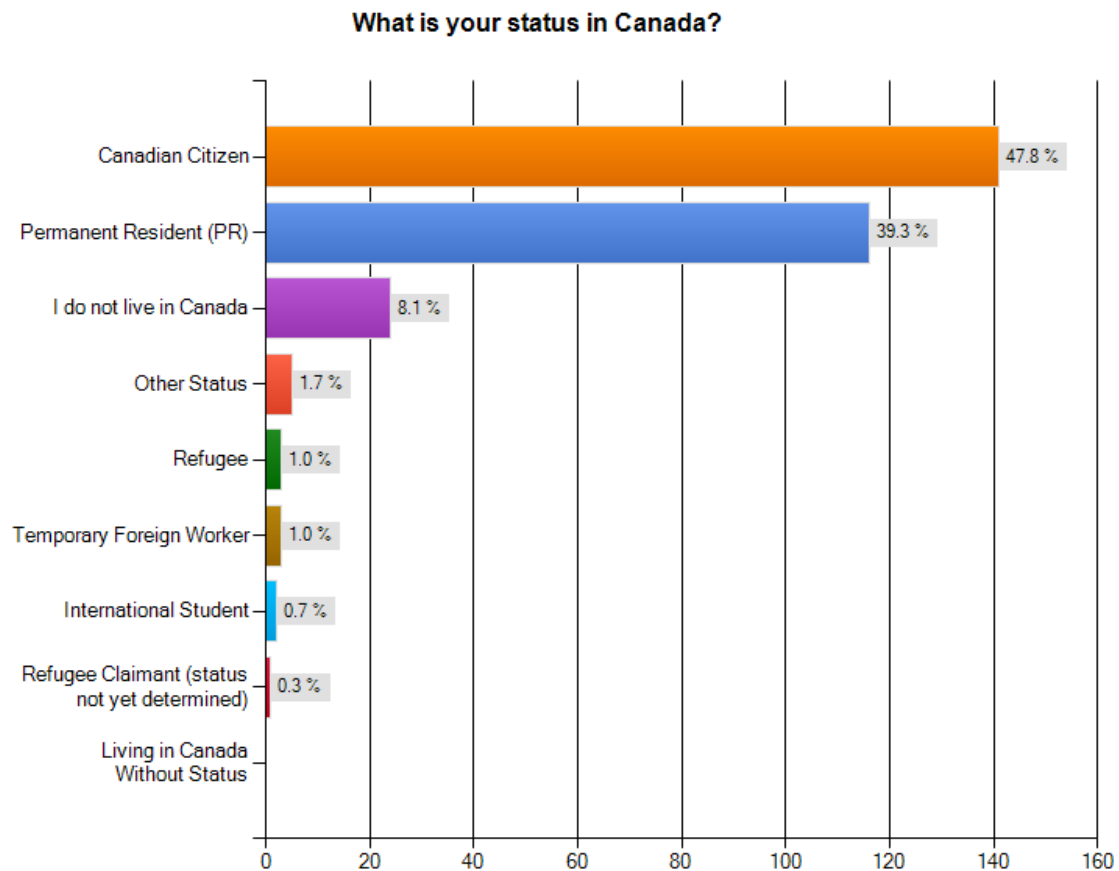
2.3 Status in Canada

The vast majority of survey respondents were Canadian citizens or permanent residents. Figure 3 shows that 47.8% of survey respondents were Canadian citizens and 39.3% were permanent residents. By contrast, international students, refugees and foreign workers represented less than 1% each. Self-identification should be taken into account with these small

numbers, as some individuals who entered Canada in other categories may now self-identify as permanent residents or citizens. A significant minority (8.1%) did not live in Canada.

Other responses included individuals who were on visitor visas or who were in the process of completing their permanent residency applications.

Figure 3. Survey Respondents' Status in Canada



2.4 Educational Attainment

Results showed that Settlement.Org survey respondents, and by extension Settlement.Org users had very high levels of education. The majority of respondents (70.7%) had a university degree. Of these degree holders, figure 4 shows that 38.6% had a Bachelor's degree, 28.7% had a Master's degree and 3.4% had a PHD. In addition to the degree holders, a significant number of respondents had some university or college education (9.9%) or had a college diploma or certificate (11.9%). Very few respondents had a trade certification (1.4%), only high school graduation (3.8%), some grade school (2%) or no formal education (0.3%)

Figure 4. University Degree Holders

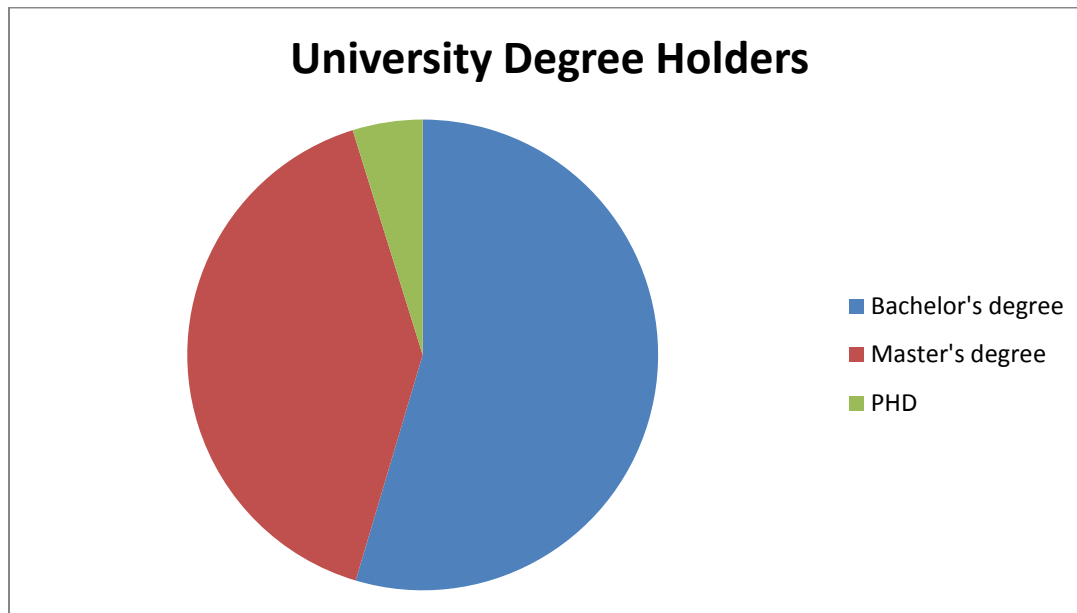
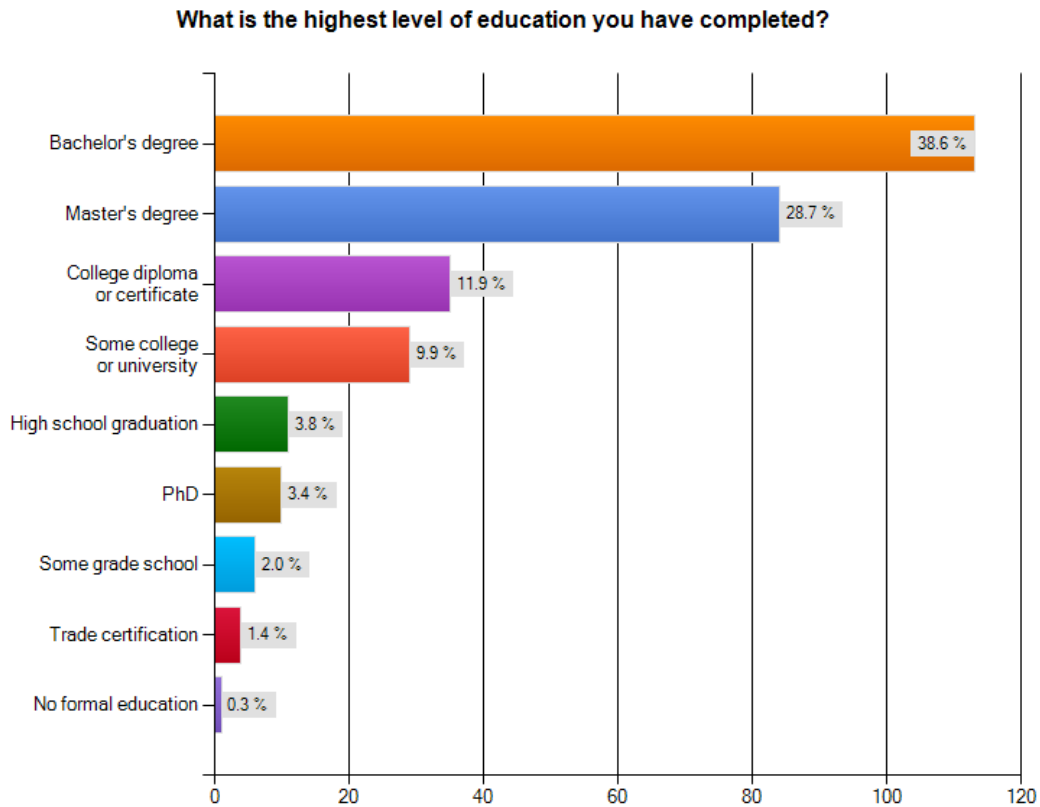


Figure 5. Educational Attainment of Survey Respondents



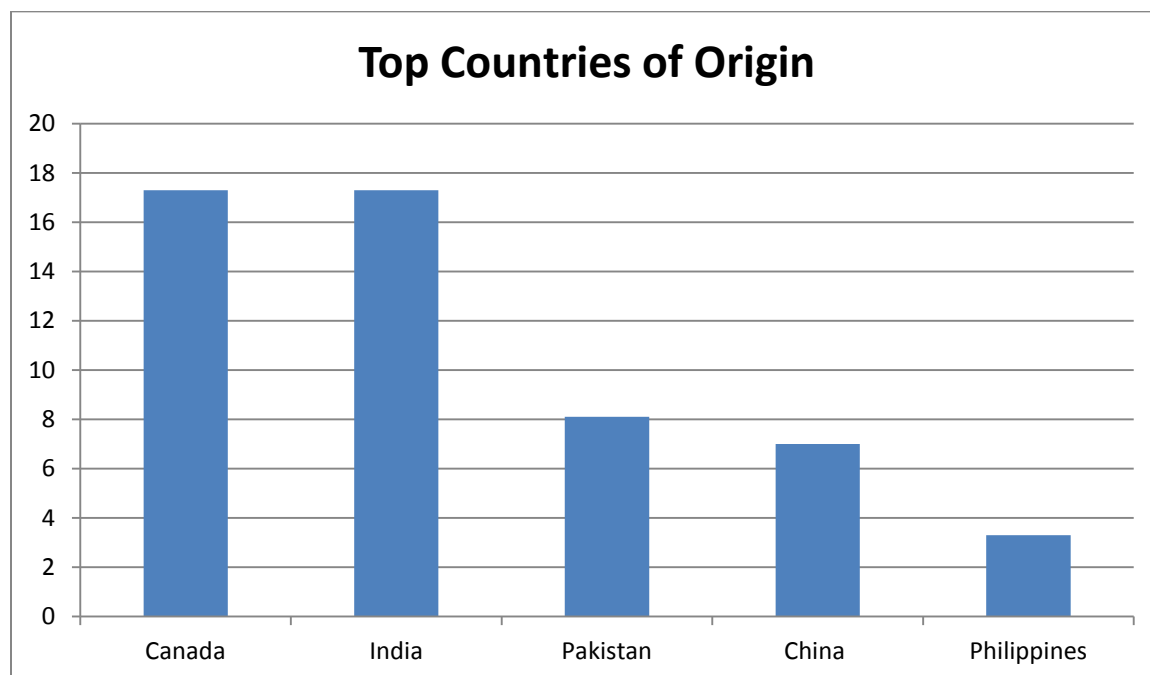
The results show that Settlement.Org users are a highly educated group. The high levels of education among survey respondents is disproportionate to the overall Canadian population. However, this could be indicative of the high educational requirements for economic immigrants.

2.5 Country of Origin

The respondents' countries of origin were extremely diverse. The top five countries represented were Canada, India, Pakistan, China and the Philippines. As Canada's top source countries are the Philippines, China and India¹, Settlement.Org user patterns are generally in line with current immigration trends.

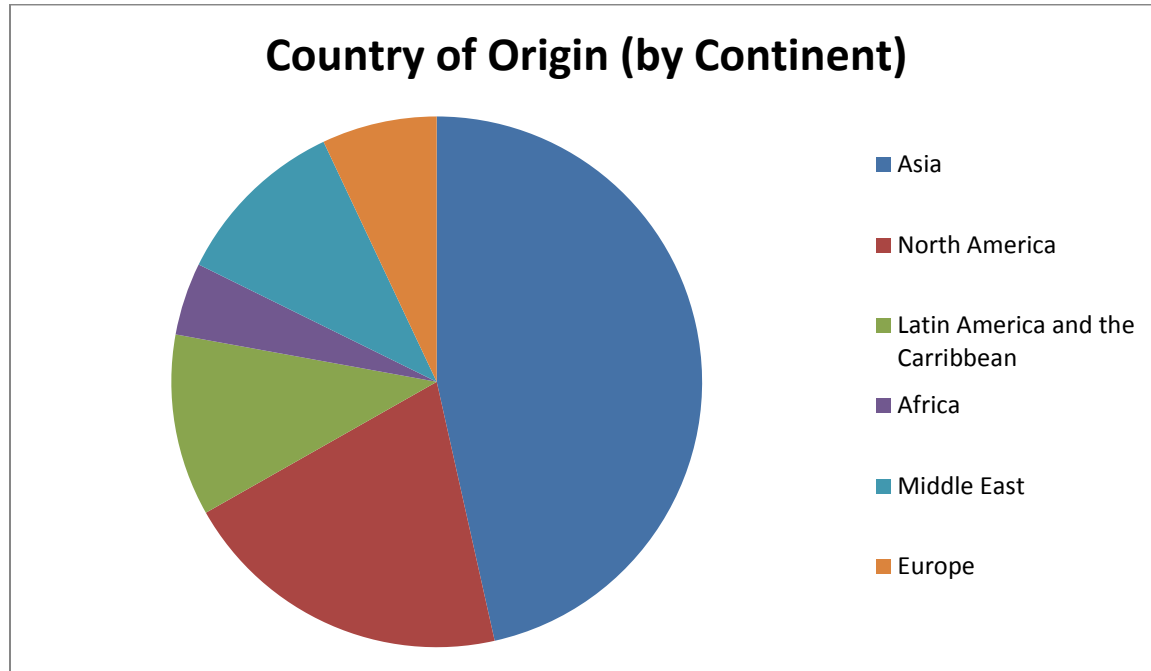
Figure 7 shows that most survey respondents (46.5%) came from countries in Asia. Many survey respondents were also from North America (20.3%), Europe (7%) Latin America and the Caribbean (11.1%) and the Middle East (10.7%). Relatively few survey respondents (4.4%) came from countries in Africa.

Figure 6. Top Countries of Origin



¹ Citizenship and Immigration Canada, [Facts and figures 2011 – Immigration overview: Permanent and temporary residents](#)

Figure 7. Country of Origin by Continent

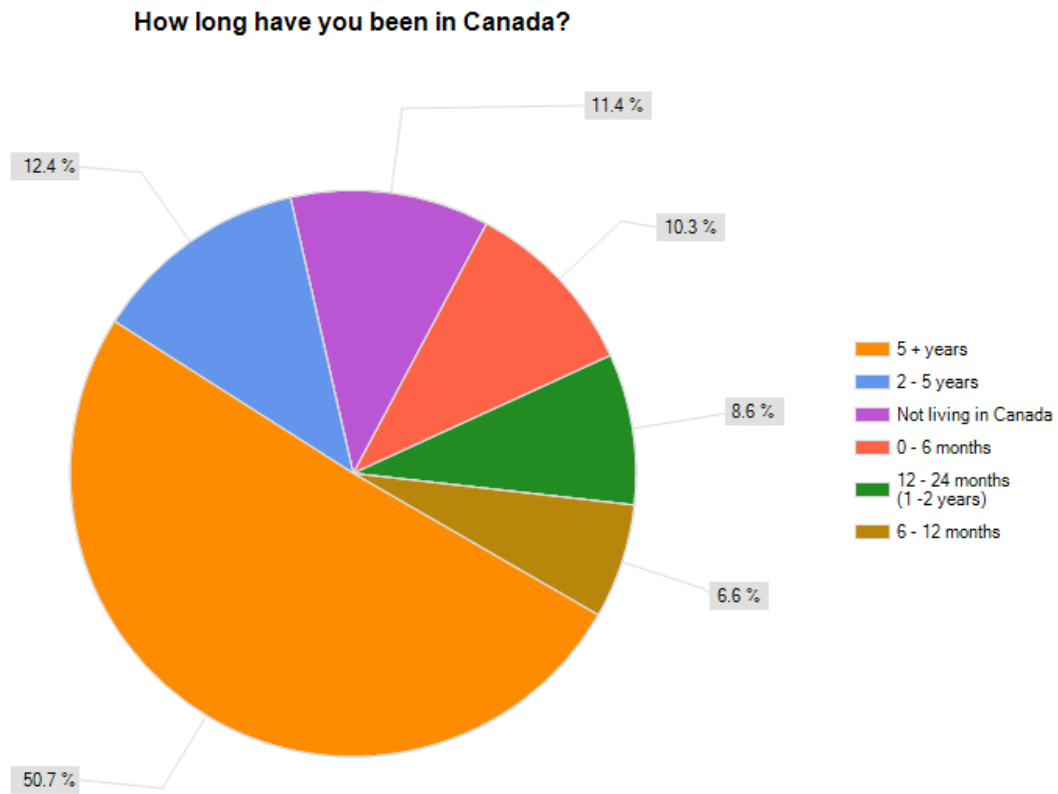


2.6 Length of Time in Canada

Figure 8 shows that the majority of respondents (50.7%) had lived in Canada for five years or more. The length of time other respondents had lived in Canada was very divided. Other respondents had been in Canada for 2-5 years (12.4%), not living in Canada (11.4%), 0-6 months (10.3%), 12-24 months (8.6%) and 6-12 months (19%).

The high number of respondents who had been in Canada for over 5 years is surprising given that Settlement.Org is targeted at recently arrived newcomers. However, this number could be skewed by the high number of settlement sector workers who participated in the survey. These results also show the need for basic settlement information on an ongoing basis, not only in the immediate years after arrival.

Figure 8. Survey Respondents' Length of Time in Canada



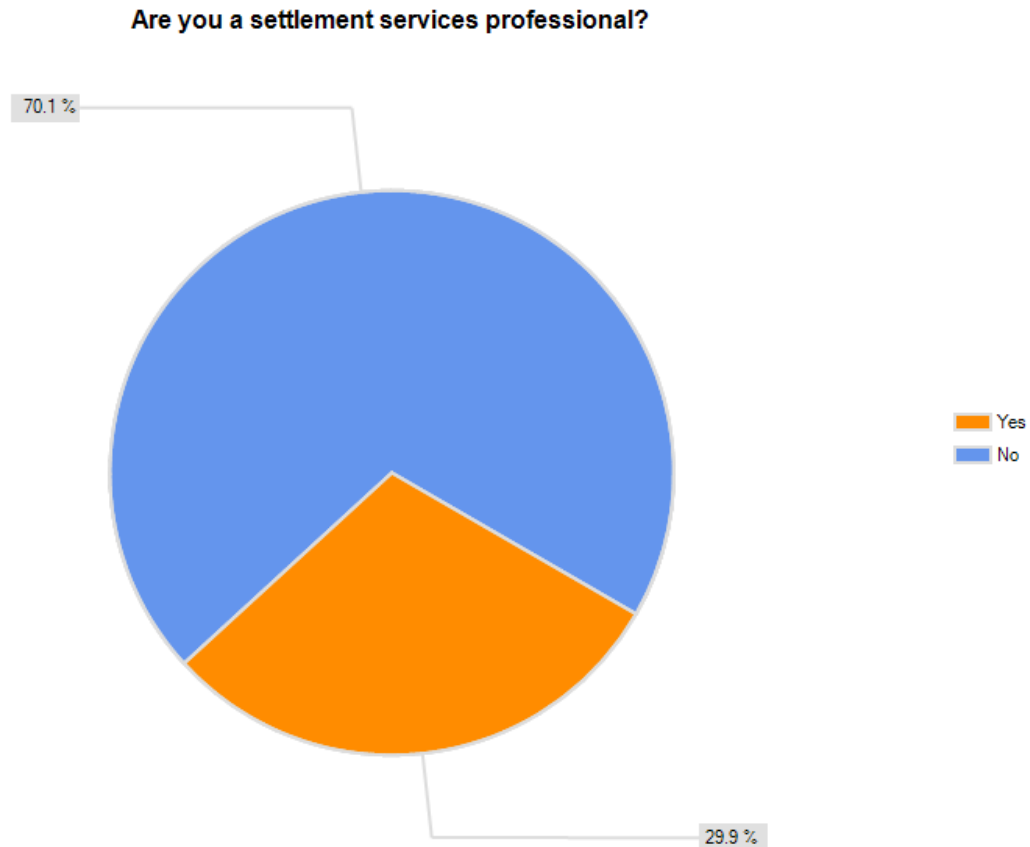
2.7 Settlement Services Employment

Figure 9 shows that the majority of survey respondents (70.1%) did not work in the settlement sector. However, a very high percentage of survey respondents (29.9%) did identify as settlement sector professionals.

Comments included individuals specifying their employment or what part of the settlement sector they were involved in. There were also several comments indicating that some respondents did not understand the meaning of “Settlement Sector Professional”.

The high percentage of respondents who identified as “Settlement Sector Professionals” could be due to the way the survey was publicized. In addition, these high numbers could reflect the familiarity of settlement sector workers with the website and its usefulness as a tool when supporting newcomers.

Figure 9. Survey Respondent who are Settlement Sector Professionals



III. FINDINGS OF THE SURVEY

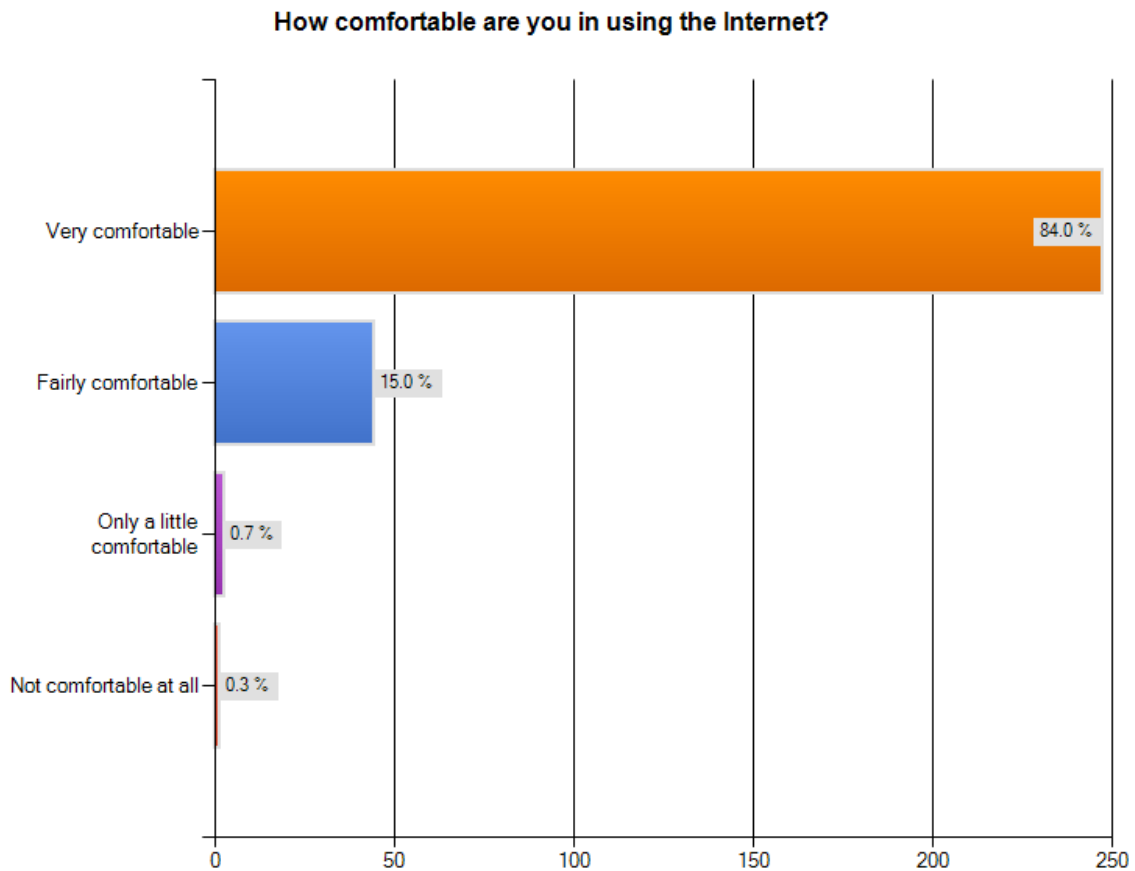
The following sections provide the feedback from the 300 Settlement.Org users who completed the online survey.

3.1 Comfort Using the Internet

Figure 10 shows that the majority of respondents (84%) were very comfortable using the internet. A significant minority (15%) were fairly comfortable using the internet and very few indicated that they were only a little comfortable (0.7%) or not comfortable at all (0.3%).

The high levels of comfort with the internet could be indicative of the type of individuals who would use a website for their settlement needs as well as the current prevalence of internet-based resources.

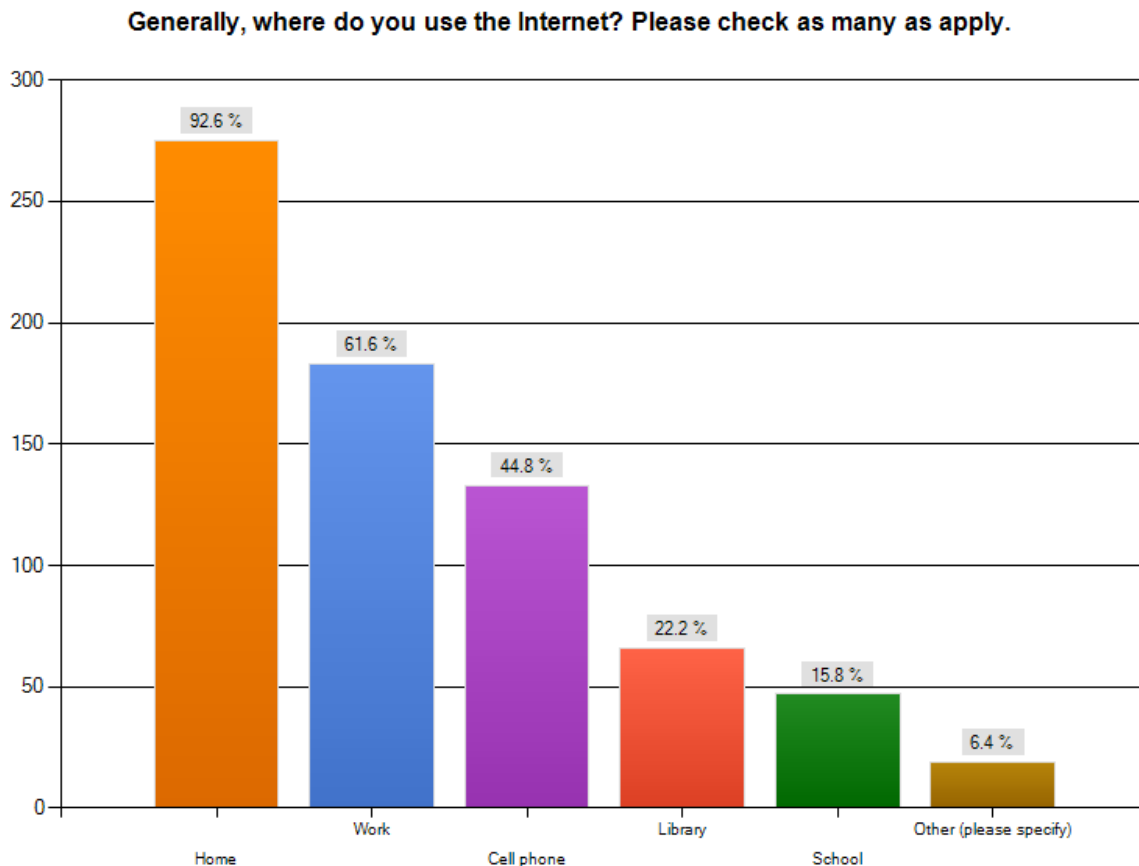
Figure 10. Survey Respondents' Comfort Using the Internet



3.2 Internet Usage Habits

Figure 11 shows that respondents primarily used the internet at home (92.6%), at work (61.6%) and on their cell phones (44.8%). Many respondents used the internet in the library (22.2%) or at school (15.8%). Many respondents chose multiple answers in order to accurately represent their internet habits. Text responses included using tablets, local community agencies, internet cafes and airports. Some respondents also misunderstood the question and indicated what city they used the internet in or what they used the internet for.

Figure 11. Internet Usage Habits of Suvey Respondents



These results show that Settlement.Org users overwhelmingly have access to the internet at home as well as in multiple other locations.

3.3 Finding Settlement Information

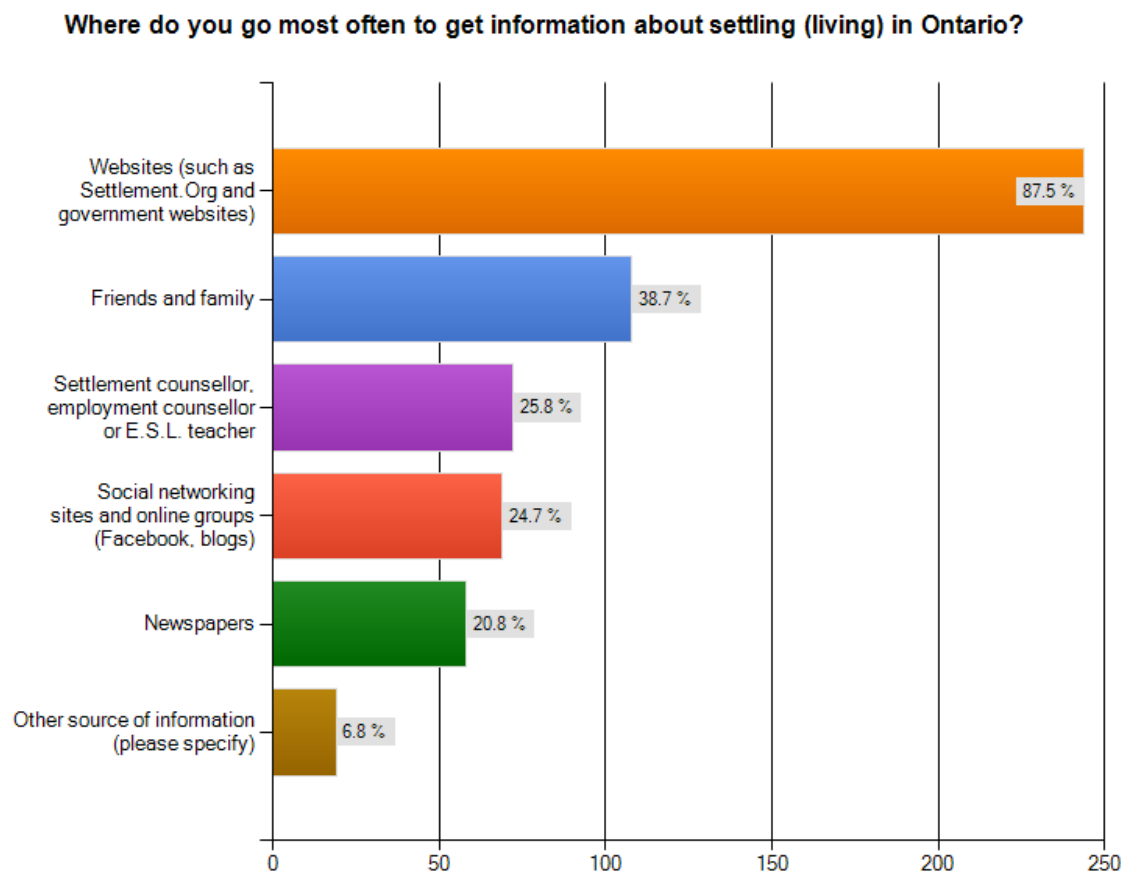
Figure 12 shows that the majority of respondents (87.5%) visited websites in order to find information on settling in Ontario. Other methods in which people found information were through friends and family (38.7%), through a settlement counsellor, employment counsellor or E.S.L. teacher (25.8%), social networking sites and online groups (24.7%) or newspapers (20.8%).

Other sources of information included:

- TIEDI
- O2O
- newcomer centres
- Canadian Immigrant Magazine

- local colleges
- school board educational websites
- libraries
- community centres and advertisements

Figure 12. Where Survey Respondents Find Settlement Information



3.4 Frequency of Use

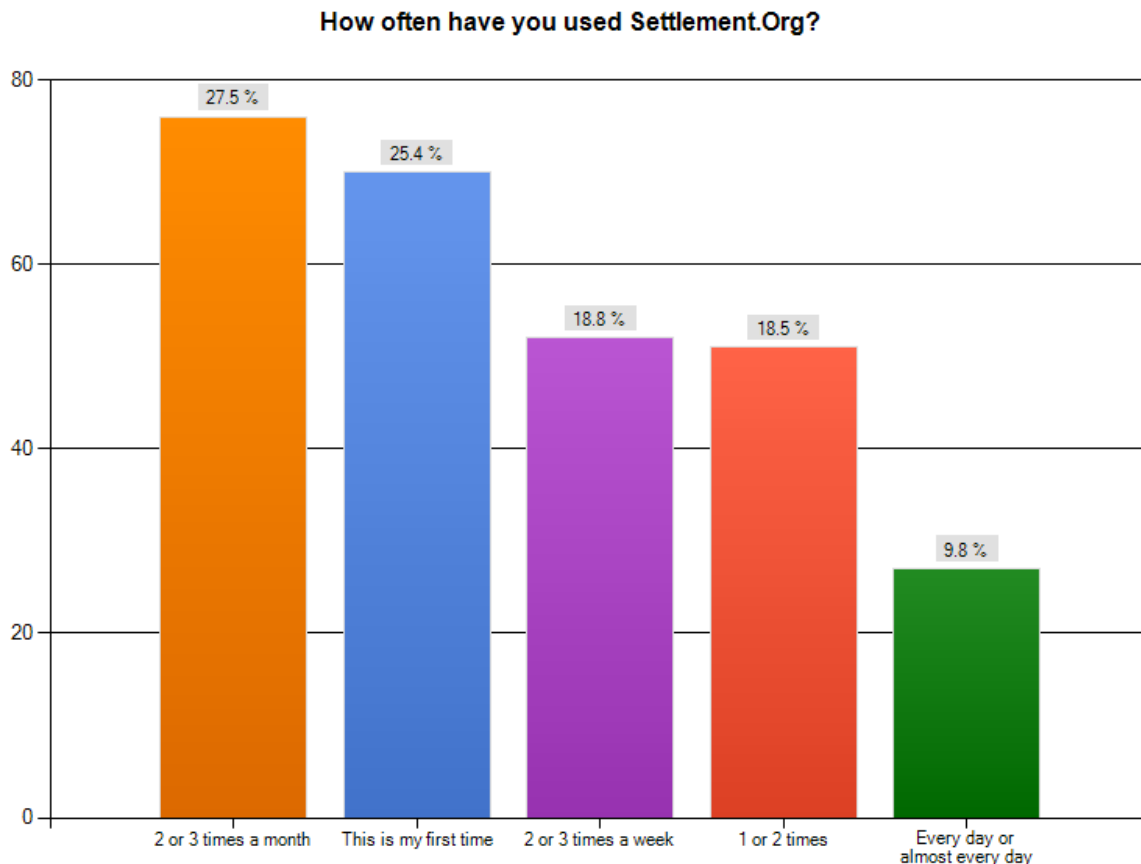
Figure 13 shows that the largest portion of respondents (27.5%) reported using Settlement.Org two of three times a month. Almost as many (25.4%) indicated that this was their first time visiting the site. These results would suggest that they visited the site for the purpose of participating in the contest. 18.8% of respondents used the site two to three times a week and almost the same number, 18.5% had only used it once or twice. The smallest percentage, 9.8% of respondents, used it every day or almost every day.

Comments regarding frequency of use included:

- I use this site everyday at my workplace to get updated information about government/community, local area information and resources.
- Although have used Settlement.Org very frequently while I was in my home country

- I use it when I'm really stumped on something or when CIC call centre is really busy to answer my phone call.
- In my previous place of employment I used the website almost every day
- Whenever I receive your email. However, it seems only to give information of activities in Toronto and I'd like info for Ottawa and that's why I'm taking this survey to let you know

Figure 13. Frequency of Use by Survey Respondents



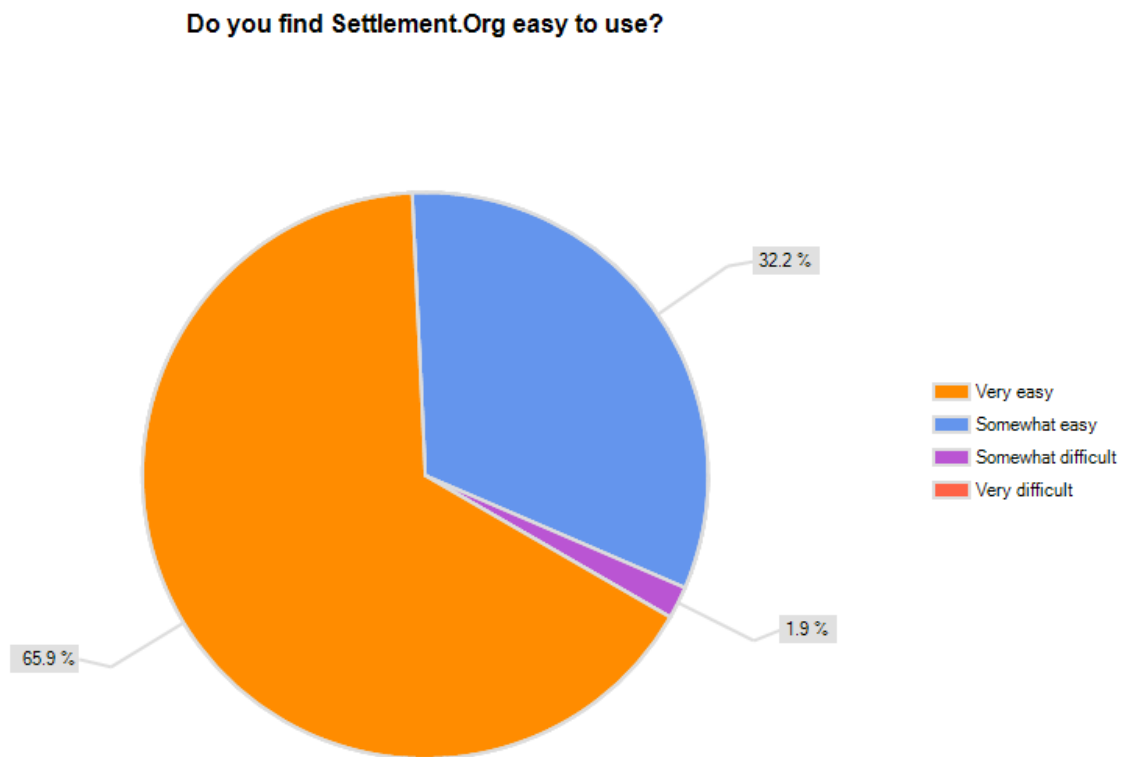
3.5 Ease of Use

Figure 14 shows that the majority of respondents (65.9%) rated the site as very easy to use. Other respondents found it somewhat easy to use (32.2%) and very few (1.9%) found it somewhat difficult to use. No survey respondents rated the website as very difficult. These responses may be influenced through the high levels of computer competency stated.

Comments regarding the ease of use included:

- The format is very easy on the eyes, and the colors are very well balanced.
- Could be made easier I feel.
- Clear
- No it needs a bit more information and easy access well defined

Figure 14. Survey Respondents' Ease of Use



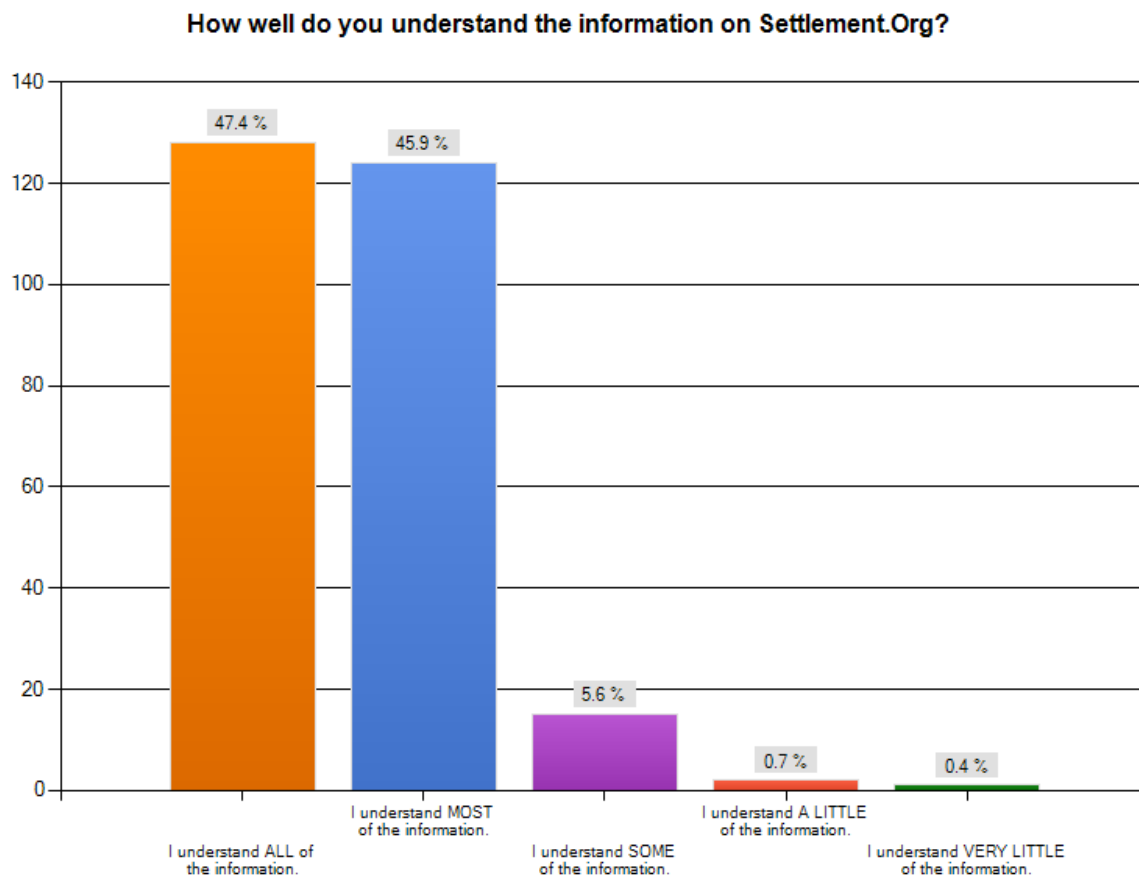
3.6 Understanding the Information

The level of understanding of the website content was very high. Figure 15 shows that the majority of respondents (47.4%) reported that they understood all (47.4%) or most (45.9%) of the information. Only 5.6% understood some of the information, 0.7% a little and 0.4% understood very little of the information.

Comments included:

- It is really a website for those working with newcomers
- English is my first language
- Sometimes more research is needed to conclude some of your stories, however, links at the bottom showing the source of your information is very helpful.
- Reliable info for a newcomer

Figure 15. Ability of Survey Respondents to Understand the Information



The high levels of understanding users have of the site may be an indication of strong English abilities. In addition, the high level of education indicated may also contribute to users' abilities to understand the information provided on Settlement.Org

3.7 Usefulness of Information

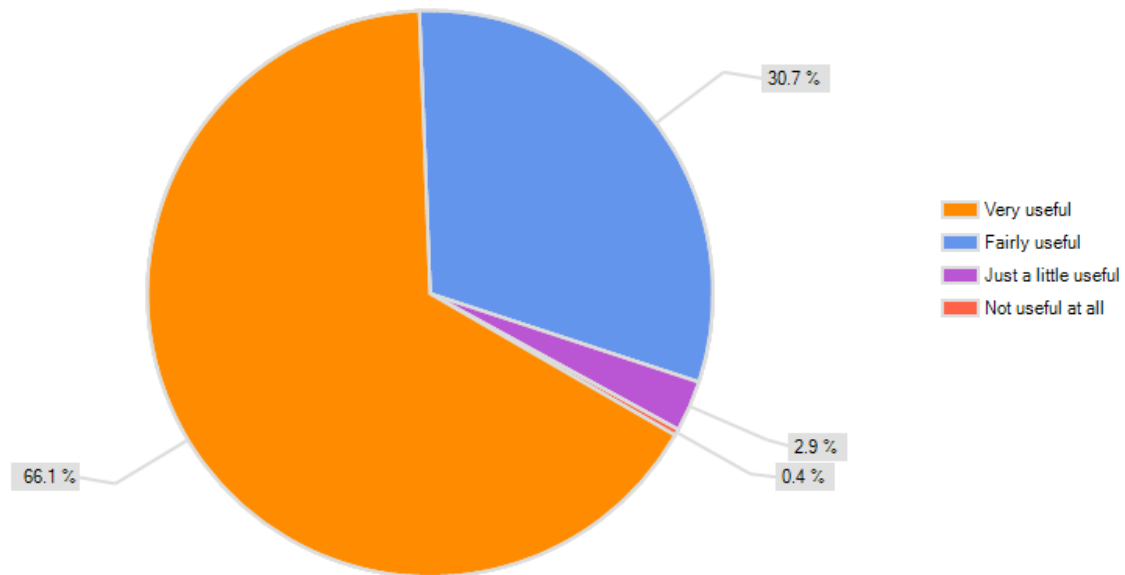
Overall, website users found the information to be useful. The majority of respondents found that the information was either very useful (66.1%) or fairly useful (30.7%). Very few respondents rated the website as just a little useful (2.9%) or not useful at all (0.4%).

Comments included:

- I especially liked the part where they present updates, in front of the headline screen.
- There still exists some names, information and websites of the agencies which does not exist any more.
- They are very useful to me and very good
- Very helpful to pass along to my clients
- The section on medical doctors is not updated as most clinics are NOT accepting patients - contrary to the information shown.
- I forward the information to five others in Ontario and one other in Alberta.

Figure 16. Survey Respondents' Views on the Usefulness of Settlement.Org

How useful do you find the information on Settlement.Org?

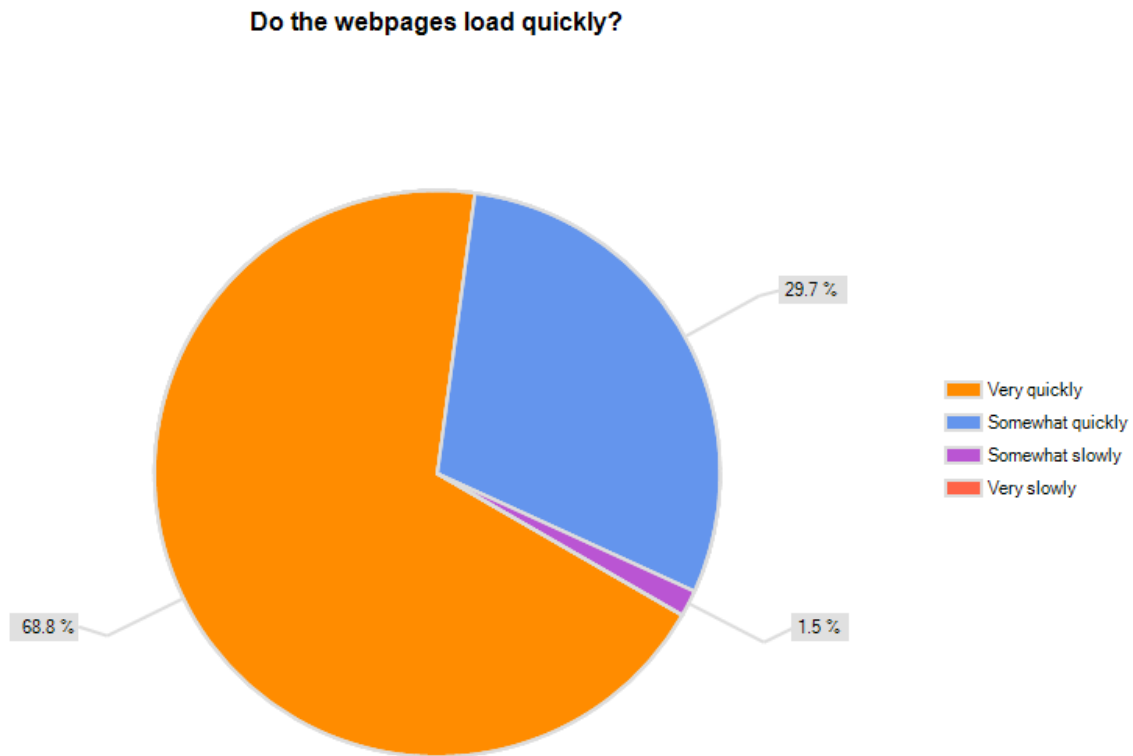


These results are helpful as they pinpoint which areas of the website can be improved and confirm the importance of the website to many users.

3.8 Website Speed

Survey respondents found that the website's speed was quick. Figure 17 shows that the majority of respondents rated it as very quick (68.8%) or somewhat quick (29.7%). Very few (1.5%) respondents thought that the website loaded somewhat slowly and no respondents indicated that it is loaded very slowly.

Figure 17. Survey Respondents' Views on Website Speed



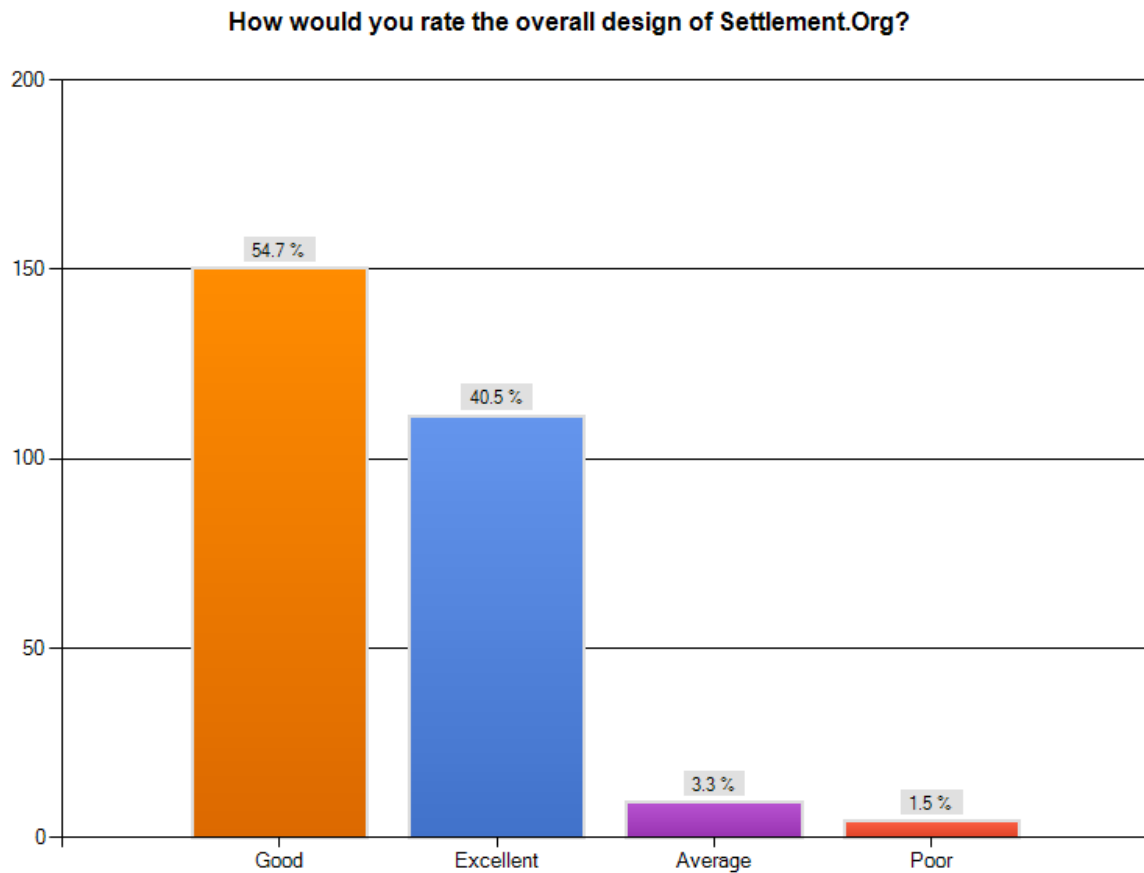
3.9 Website Design

Overall, Settlement.Org users were happy with the overall design of the website. Figure 18 shows that most survey respondents rated the design as excellent (40.5%) or good (54.7%). A small number rated the design as average (3.3%) or poor (1.5%).

Comments on the website's design included:

- very good
- It gives a soothing feel to the eyes!
- I think it would be helpful is the first page is 'cleaner' bullet point with weblinks - easy to navigate
- Very intuitive and easy navigation
- No idea about this service
- Improve it ... Just think a newcomer opened the home page and looking for all info

Figure 18. Survey Respondents' Views on the Design of Settlement.Org

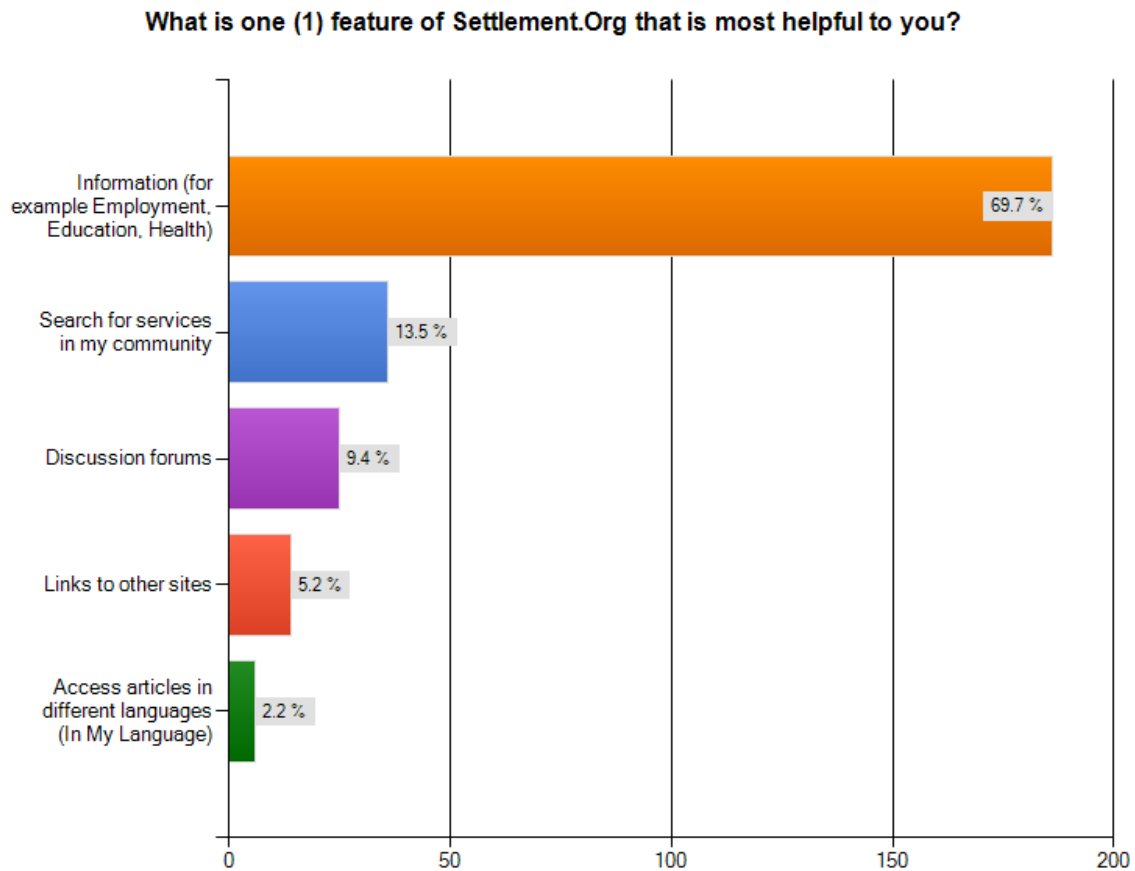


3.10 Helpful Features

Figure 19 shows that the majority (69.7%) of survey respondents found the information on the website to be the most helpful feature. A significant portion (13.5%) of survey respondents rated “search for services in my community” to be the most helpful for them followed by the discussion forums (9.4%), links to other sites (5.2%) and articles in different languages (2.2%).

These results show the importance of high quality content development and maintenance for Settlement.Org.

Figure 19. Survey Respondents' Views on Helpful Features



3.11 What Users like Best about Settlement.Org

The majority of comments in this open-ended question pertained to the website design, layout and the quality of the content.

Comments included:

- The best site for real and actual information.
- Information about many areas is provided under one roof.
- User friendly
- Contains broad range of information and is geared towards diverse people
- website design (easy to follow)
- Always updated information in relation to immigration, settlement, employment and other life events for everyone in Canada

Several users also commented that they found the discussion forums useful.

Comments on the forum included:

- Group Discussion on Settlement.org helps lot through different interaction and sharing of views by different people their experience on site
- Mediator's Answers to the questions
- The discussion forum especially when it is regarding a matter pertinent to my situation
- Easy navigation. Forum.
- The feedback from premium resources on the online forums.

The availability of information in different languages was also a prominent theme.

Comments on this topic included:

- That I can get information in my language
- Translated information
- In my language
- They provide information in different language

Additionally, survey respondents indicated which topics they found most useful. These topics included health, moving, housing, legal services, recreation, E.S.L. classes, employment and daily life.

Multiple respondents stated that they enjoyed the twitter feed and several stated that they found the Services Near Me section to be helpful.

3.12 What Users like Least about Settlement.Org

Survey respondents brought attention to a wide array of items they liked least.

Some examples of the diverse opinions of survey respondents included:

- Too much information and potential to get lost.
- Was looking for more information about newcomer seniors. Was not satisfied.
- The search engine - I find I always have to spend a little more time going searching through the sites to find the information I need.
- It's needs more advertisement to let people to know its available
- The colour scheme

Several comments also indicated that some users were not aware of the information that was available on Settlement.Org. For example, the following topics are included in the Settlement.Org website, discussion forum or sister websites, nonetheless, they indicate that some users are not finding the information they are looking for.

- There should a place to share experiences and ask questions about day to day things.

- Education and Training. Evaluation. It's not being discussed thoroughly. You should have discussed associations they can join in order to get better jobs which is inclined to their profession
- Not have enough resources about free educational help for high school students

There were also several comments regarding the discussion forum.

For example:

- Answers given by moderator to questions asked in the discussion forum tend to be generic and do not always provide a satisfactory answer.
- Signing in / login to discussion forums. I just want to ask a question and get on with the rest of my work.
- Response is not as fast as the other discussion forum

Several comments indicated a desire for more employment resources (and jobs themselves) for newcomers.

For example:

- Job Openings
- I need to find more jobs for newcomers
- Employment info towards healthcare related jobs for international medical graduates who are given immigration but no hope for jobs !

Despite the varied areas where survey respondents felt there could be improvement, many respondents indicated that they could not identify anything they liked least about the site. This accounted for a significant percentage of the responses in this section.

For example:

- I can't think of anything I do not like. I enjoy visiting the site whenever I have a concern.
- Honestly nothing. It has helped me so far in each of the areas i wanted.
- Not sure
- Nothing, I loved it.

3.13 Overall Satisfaction with Settlement.Org

Most survey respondents expressed that they were very (48.1%) or mostly (47.3%) satisfied with Settlement.Org.

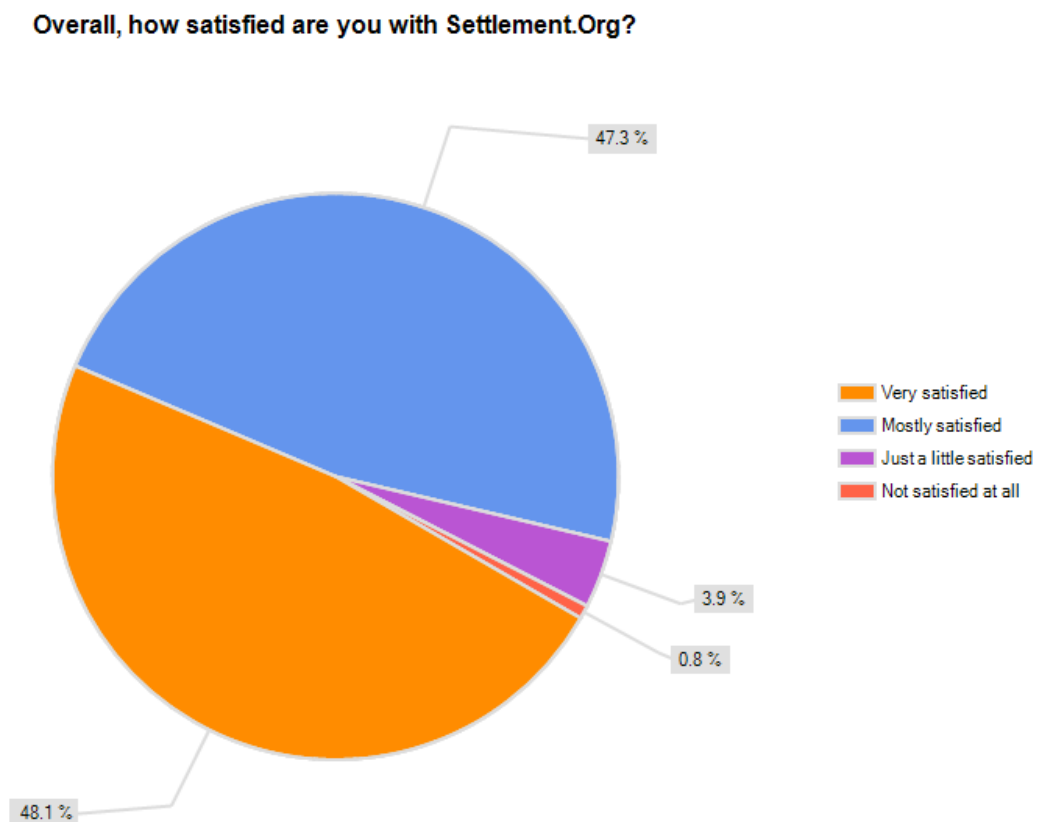
The following is a sample of some of the written responses:

- I really would have never known how it works here in Canada after landing here. Because i have followed it from my home country so have been able to make an action

plan for myself about the steps to be taken once in Canada. And i have been following those steps and am moving forward accordingly so everything is going as planned. It all could be possible just because of the website otherwise i would have been struggling about each and everything maybe for months.

- Settlement.org helped me to excel in my professional and personal life in Canada.
- Still the most helpful site for a new comers. I must thank you all for our settlement care in Canada, which I achieve step by step with the help of your site

Figure 20. Survey Respondents' Satisfaction with Settlement.Org



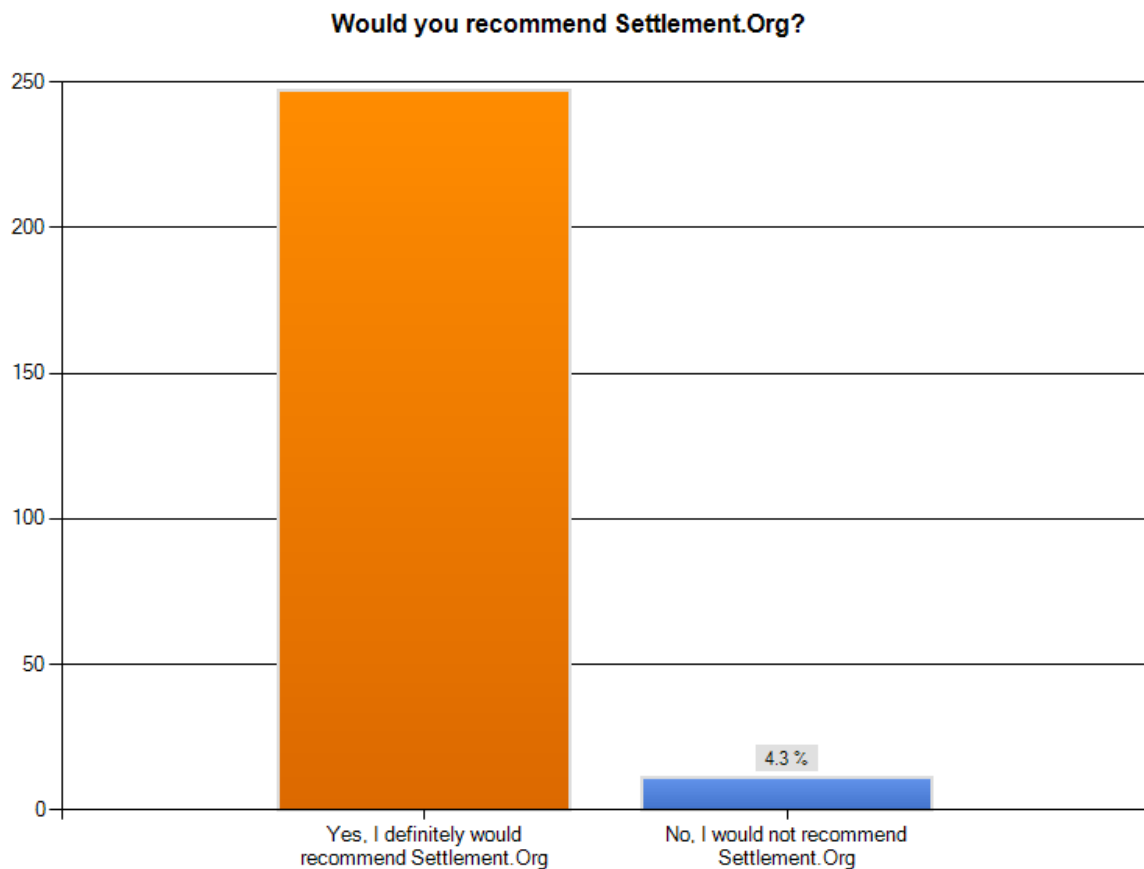
3.14 Recommending Settlement.Org

Figure 21 shows that the vast majority of survey respondents (95.7%) would recommend Settlement.Org, while only a small portion (4.3%) said that they would not.

Comments included:

- This website has a collection of all the information that a new Canadian requires. I am here for almost 5 years now and I still use it whenever I need to know anything I am not very sure of.
- I have shared this tool with many of my co-workers
- It is a reliable source of information based on actual individuals experiences. gives proper directions to official source of information.
- Information seems fairly basic.
- I have to know more about it; I have just known.

Figure 21. Survey Respondents' Recommendations of Settlement.Org



3.15 User Suggestions

Most suggestions reflected the respondents' views on what they liked best (see section 3.11) or liked least (see section 3.12) about the website.

Although responses were diverse, several main themes emerged. These themes include:

- A desire for more information in different (additional) languages
- More information on finding a job in Canada and resources for professionals
- A demand for more information on local communities across Ontario
- Comments regarding response content and response turnaround time on the discussion forum
- Suggestions that Settlement.Org be marketed more thoroughly
- Positive comments about the website

It should be noted that this question received the lowest response rate with just over a third of survey respondents' gave suggestions for improving Settlement.Org.

IV. COMPARISON TO THE 2010 EVALUATION

The Settlement.Org team conducted a similar user survey in 2010. Although some of the topics covered in the 2013 survey differed in order to meet our current information needs, some aspects can be compared to the previous results.

4.1 Areas with Similar Results

Many of the current results were surprisingly similar to the evaluation completed three years earlier. For example the following topics had less than a 6% variance between the two surveys:

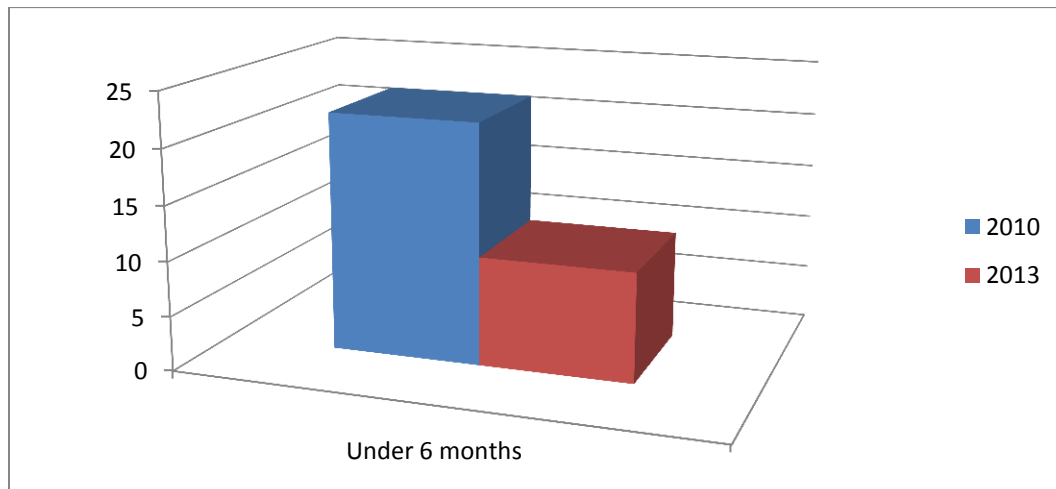
- Age of survey respondents
- Status in Canada
- Comfort using the internet
- Internet usage habits
- Frequency of use
- Usefulness of the information
- Website design
- Helpful features
- Satisfaction with Settlement.Org
- Recommending Settlement.Org

4.2 Areas with Different Results

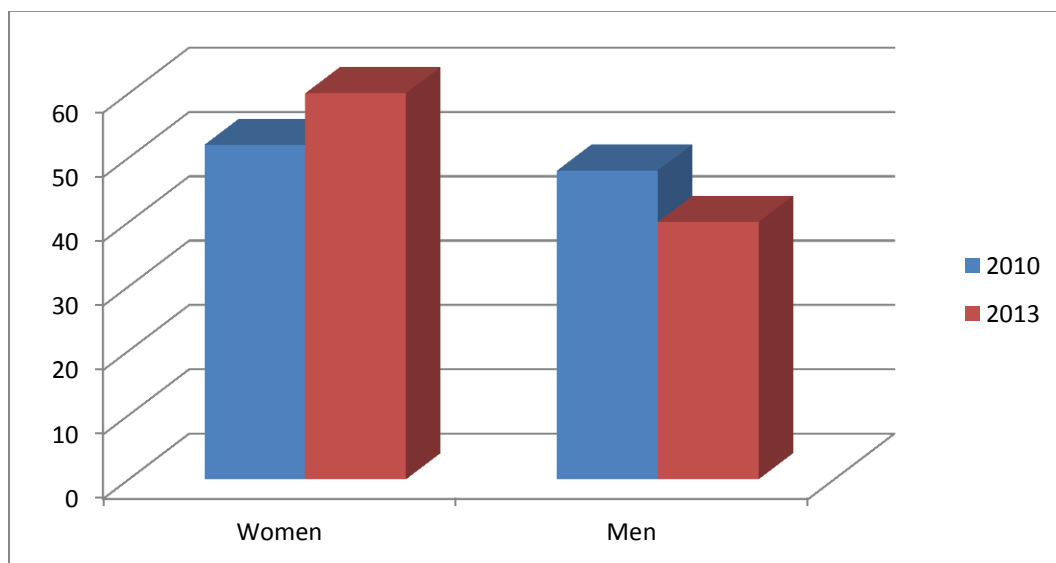
One area which did display a slight variance between the 2010 and 2013 results was in the amount of time survey respondents had spent in Canada. While a similar portion of respondents had lived in Canada for over five years (47% in 2010 compared to 52% in 2013), the number of respondents who had been in Canada for less than six months decreased

notably. In 2010 22% of respondents stated that they had been in Canada less than six months, while in 2013 only ten percent had the same response.

It should be noted, however, that the 2013 survey question included the response option of “not living in Canada” in order to assess the number of users who utilize Settlement.Org before their departure to Canada. Given that this option was not available in the 2010 survey, individuals who were abroad may have indicated their length of time in Canada as zero, thus inflating the portion of respondents in the under six months category and greatly diminishing the different response patterns between the two surveys.



Another area where there was a variance between the two surveys was in the gender distribution of survey respondents. The number of women taking the survey increased from 52% to 60%, while the number of men decreased from 48% to 40%.



4.3 Differences in Survey Design

One of the more interesting results from the 2013 survey results was that nearly a third of respondents were settlement sector professionals. This information qualified the answers to other questions, for example, how often respondents used the site and their length of time in Canada. This question was not asked in 2010, and thus it is difficult to assess if the results from that survey should be analyzed with similar considerations.

Comprehension questions and ease of use questions were also not asked in the 2010 survey, making it difficult to compare these areas.

V. SUMMARY AND CONCLUSIONS

5.1 Summary of Evaluation Findings

The findings of the evaluation of the Settlement.Org website are based on an online survey which was posted from January 31 to March 15, 2013. A total of 300 Settlement.Org users completed the online survey during this seven week period. The participation rate permitted a high degree of confidence in the results.

There were a higher number of female users participating in the survey than males, and the majority of respondents were between the ages of 25 and 64. The vast majority of respondents were either Canadian citizens or permanent residents and there was a fairly division between those who had been in Canada over five years and less than five years. The respondents were very highly educated, with over two thirds of respondents holding a university degree. Survey respondents came from all over the world, with a particularly high representation from Asia. Nearly a third of respondents were settlement services professionals.

In response to the survey, the vast majority of respondents said that they were very comfortable or fairly comfortable using the internet. Most respondents used the internet at home, although many also used it at work or on their cell phones. Respondents chose to use Settlement.Org in order to find information about settling in Ontario primarily because they regarded it as a reliable and accurate source of information. Most respondents visited the site two to three times a month.

An overwhelming majority of respondents found Settlement.Org to be very easy or easy to use and a high percentage understood all or most of the information. Almost all respondents found the information on the site to be very useful or fairly useful. In addition, most respondents thought that the webpages loaded very quickly or somewhat quickly and rated the design as good or excellent.

In keeping with the previous feedback, over two thirds of respondents rated the information as the feature they found most helpful. This was followed by the search for services in my community and the discussion forums. Comments regarding what respondents liked most

about the website also followed these themes. Comments regarding what respondents liked least were varied and provided useful information in order to improve the website.

Nearly all survey respondents indicated a level of satisfaction with the Settlement.Org website – 95.4% of respondents were either very satisfied or mostly satisfied with the website. Similarly, 95.7% of respondents reported that they would recommend the website. These ratings clearly indicate a high level of satisfaction with the website.

Survey respondents provided numerous suggestions for improving the website. Suggestions related to expanding certain subject areas, increasing the marketing of Settlement.Org, expanding the language selection and improving the discussion forums.

Overall, survey results were very similar to the previous Settlement.Org user survey which was completed in 2010. Many aspects of the website received very similar ratings in 2013 as in 2010. Similarly the profile of survey respondents in terms of age, status in Canada, comfort using the internet and internet usage habits was very similar. The most pronounced difference was the length of time respondents had been in Canada, with the number of individuals identifying as having been in Canada for less than six months decreasing significantly from 2010 to 2013.

The survey findings are helpful in order to better understand the profile, needs and opinions of Settlement.Org users. The survey revealed that users are largely highly educated, long-term residents with strong language skills who appreciate the information provided on the website. It also showed the diverse opinions and interests of users.

Overall, the evaluation findings clearly show that Settlement.Org is a highly valued source of settlement information for newcomers to Canada. The evaluation shows that the basic structure of the website performs well and it identifies a variety of areas for possible improvements.